



اُنِيُوْزْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



COMPANY ANALYSIS

**ACER**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY** : APPLIED SCIENCE

**PROGRAMME** : MARINE SCIENCE TECHNOLOGY

**GROUP** : RAS254(4A)

**PROJECT TITLE** : PROJECTOR

**NAME** : NUR AIN SYAFIQHA BINTI SHAHRUL NAZLIN

**LECTURER** : DR. SYAFIQ SHAHRUDDIN

## TABLE OF CONTENT

<b>TITLE PAGE</b>	<b>1</b>
<b>ACKNOWLEDGEMENT</b>	<b>3</b>
<b>LIST OF FIGURES</b>	<b>4</b>
<b>LIST OF TABLES</b>	<b>4</b>
<b>EXECUTIVE SUMMARY</b>	<b>5</b>
<b>1. INTRODUCTION</b>	<b>6</b>
1.1 Background of the study	6
1.2 Purpose of the study	6
1.3 Problem statement	7
<b>2. COMPANY INFORMATION</b>	<b>8</b>
2.1 Background	8
2.1.1 Vision	8
2.1.2 Mission	8
2.2 Organizational structure	9
2.3 Product/Services	9
2.4 Business, marketing, operational strategy	10
<b>3. COMPANY ANALYSIS</b>	<b>12</b>
3.1 SWOT	12
3.1.1 Strength	12
3.1.2 Weakness	12
3.1.3 Opportunities	13
3.1.4 Threat	13
<b>4. FINDINGS AND DISCUSSION</b>	<b>14</b>
4.1 Findings	14
4.2 discussion	15
<b>5. RECOMMENDATION AND IMPROVEMENT</b>	<b>16</b>
<b>CONCLUSION</b>	<b>17</b>
<b>REFERENCES</b>	<b>18</b>

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Besides that, big thanks I address to my lecturer, Dr. Syafiq because without him guide my case study cannot be done properly like this. He always gives us supports and guide to me how to do my assignment in purpose to produce a good outcome from research that been studied. Product that been chosen by me is about projector, where it's from Acer's company.

On the other hand, a big thanks also address to my beloved friend that always help me explain me anything about the assignment. They always give me a lot of ideas and comments on my project so that I can improve my report in many ways.

## EXECUTIVE SUMMARY

The aim of this case study is to expose us as students to how the theory we studied in class can be implemented. This time, I was given the opportunity to conduct research on a technology product and provide ideas and suggestions for its development. I went for an Acer projector as my product of choice.

One of the most well-known technology firms is Acer. The majority of their items are laptops that are perfect for students, workers, and even computer gamers. Projectors, on the other hand, need special care since they are used by teachers and other users in need.

This projector, which is X1123HP product, has many advantages and drawbacks, as I discovered in this study. For those flaws, I'd like to make some suggestions for projector improvements. These changes would almost certainly come at a high price. Some consumers, on the other hand, are unconcerned about the price tag as long as the product offers several advantages over competing projectors.

I'll also provide some alternatives to the projector's drawbacks here.



Figure 1 Acer's projector

## 2.2. Organizational Structure

### Acer Organization Chart

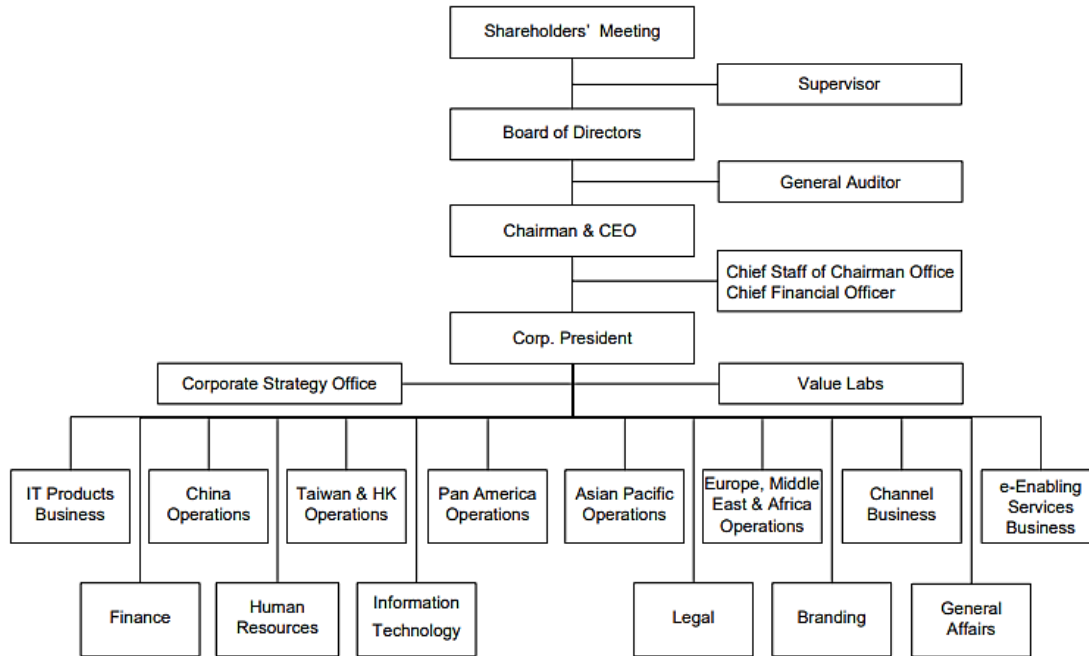


Figure 2 Acer's Organization Chart

## 2.3. Product / services

No.	Items	Services
1.	Desktop	High performances desktop PCs with full-featured and practical functionality for all kinds of used and working environments
2.	Servers and storages	Acer's server provides sophisticated and dependable technologies to deliver the level of excellence required by serious businesspeople.
3.	TVs	A cutting-edge technology with superb picture and sound quality.